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Philip Kotler, widely considered to be the

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world's leading marketing guru, is the S.C. Johnson Distinguished Professor of International Marketing at Kellogg Graduate School of Management at Northwestern University. He is the author and co-author of sixteen books, including Marketing Management, Marketing of Nations and Kotler on Marketing.

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marketing mix, strategic marketing. It is very comprehensive work.

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It is also popularly known as Kotler Keller Marketing Management. Before going into the review of Philip Kotler's Marketing management book, let's have a look at marketing. Marketing is a process of selling products and services which enables communication of a new product to the target audience. In every business, marketing holds a key role.

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process of planning and executing the

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conception, pricing, promotion, and distribution of ideas, goods, and services to create exchanges ...

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Philip Kotler's definition of Marketing is -
"Marketing is a social and managerial
process by which individuals and groups
obtain what they need and want through
creating and exchanging products and
value with other". Definitions of

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Marketing by Eminent Authors like Philip Kotler, Peter F. Drucker and a Few Others

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Philip Kotler is S. C. Johnson & Son
Distinguished Professor of International
Marketing at the Kellogg School of

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Management, Northwestern University.
Dr. Kotler is author of Marketing
Management (Pearson), now in its
fifteenth edition and the most widely
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Professor Kotler has been a consultant to

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many major U.S. and foreign companies, including IBM, General Electric, AT&T, Honeywell, Bank of America, Merck, SAS Airlines, Michelin, and others in the areas of marketing strategy and planning, marketing organization, and international marketing.

Kotler & Keller, Marketing

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Kotler and Keller (2012) defined various marketing activities as marketing-mix tools in terms of the four Ps: product, price, place, and promotion.

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As Philip Kotler explains in his book

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Marketing Management, “Marketing is an administrative and social process through which individuals and groups obtain what they need and desire by the generation, offering and exchange of valuable products with their equals”.

27 Lessons from Philip Kotler, the father of Marketing..

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Philip Kotler (born May 27, 1931) is an American marketing author, consultant, and professor; the S. C. Johnson & Son Distinguished Professor of International Marketing at the Kellogg School of Management at Northwestern University(1962-2018). He gave the definition of marketing mix.He is the author of over 80 books, including

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Philip Kotler - Wikipedia

Kotler developed new concepts in marketing including atmospherics, demarketing, megamarketing, turbomarketing and synchromarketing. He believes that marketing theory needs

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to go beyond price theory and incorporate the dynamics of innovation, distribution and promotion systems into analyzing, explaining and predicting economic outcomes.

Philip Kotler (Author of Marketing Management)

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authorities on marketing. He is the S. C. Johnson & Son Distinguished Professor of International Marketing at the Kellogg School of Management, Northwestern University. He received his master's degree at the University of Chicago and his Ph.D. at MIT, both in economics.

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